

**City of Milpitas  
Economic Development Commission  
Monday, September 8, 2003**

**UNAPPROVED MINUTES**

**1. Flag Salute**

Commission Chair Diane McDonough called the meeting to order at 6:00 p.m. and led the Commission in the Pledge of Allegiance.

**2. Roll**

The following Commissioners were present: Dr. Karl Black, Dhaval Brahmbhatt, Frank DeSmidt, Christie Gammon, Joe Gigantino, Ray Maglalang, Diane McDonough, Donald Peoples, Michael Pham, Vincent Songcayawon, and Tomo Tuong Nguyen (Alternate No. 2).  
Mayor Jose Esteves was present.  
City staff: Cindy Maxwell.

**3. Announcements**

Commissioner Peoples announced the Downtown Association would hold a business symposium on October 2 at the Manila Natori restaurant.  
Commissioner Maglalang announced the Santa Clara County Association of Realtors would hold a conference and trade show on October 9 at Parkside Hall in San Jose. Commissioner DeSmidt stated that the Chief Building Official invited him to a stakeholder meeting on building permit fees. Mr. De Smidt will represent the Chamber of Commerce at the meeting. Cindy Maxwell, Principal Analyst indicated she would email a series of news articles on meetings the city of San Jose had held on economic development. She also noted that Commissioners De Smidt and Songcayawon were now registered for the Manufacturing Group's Forum on September 23.

**4. Minutes**

Commission Maglalang asked that page five of the minutes reflect his request to have Great Mall management attend a Commission meeting and brief them on their future plans and any possible needs the city could assist with. Maxwell noted that it might be a few months before the new management is prepared to address the Commission.

**Motion** to approve the minutes as amended.

M/S: Maglalang/De Smidt

Ayes: Unanimous

## **5. Citizens Forum**

Rob Means, Yosemite Drive, discussed personal rapid transit (PRT) and economic development and distributed a web site address for information on PRT.

Neil MacKenzie, Sunnyhills Neighborhood Association, spoke on the need for banking services in the Sunnyhills area and asked for Commission assistance in recruiting a firm.

## **6. Approval of Agenda**

**Motion** to approve the agenda as submitted.

M/S: Black/Songcayawon

Ayes: Unanimous

## **7. SWOT Analysis**

Maxwell provided an update on the SWOT analysis and described the Commission's task to review their brainstormed list from the last meeting. She noted they would work from a new version of the list that categorized and simplified the original list.

### Strengths List

The Commission discussed how Milpitas has easy access to transportation all over the Bay Area and rail lines for industry. The "diverse" employment base was clarified as diverse industries with Cisco, disk drive, IC integrated circuits, LSI Logic, Solectron as a contract manufacturer used as examples. Diversity is also in the Milpitas labor force with predominantly white-collar employees but also blue-collar skilled workers.

The Commission described the local high tech infrastructure, Fortune 500 companies and the hotel market. The need for business retention outreach was identified.

After a lengthy discussion, it was the consensus of the Commission to add "Variety in Housing Values" to the Strengths list.

While discussing "strong local government" the Commission requested copies of the land use development map and suggested that a large one be posted on the conference room wall.

### Weaknesses List

The Commission noted how there was no downtown identity for Milpitas though there is the potential for redevelopment in the Midtown area. Mayor Esteves asked that the list include that there is no historical museum or offices of state and federal agencies in town. It was clarified that the "cultural center" meant a performing arts theatre. The Commission asked that the need for freeway landscaping and gateway aesthetics be added to the

“Milpitas Image” description and convention center be added to the “Missing” list. Commissioner Black described the funding difference between a basic aid school district (Palo Alto) and an ADA district (Milpitas).

**Motion** to finish the discussion of the SWOT list at this meeting and continue agenda item number 10 (Customer Feedback Methods) to the next Commission meeting.

M/S: Brahmbhatt/Peoples

Approve: Unanimous

#### Opportunities List

The Commission added “trails master plan” to the “On the Horizon” list and deleted “Better use of talent”.

#### Threats List

The Commission deleted “RDA drain” from the “State Government Finances” list.

### **8. Agenda Schedule**

Maxwell reviewed the agenda schedule for the next five months. There was discussion regarding the workplan process.

**Motion** to add to next meeting’s agenda a discussion of subcommittees and establishing them if appropriate.

M/S: Peoples/De Smidt

It was noted by the makers of the motion that the discussion may be early in the process but would help the Commission develop ideas of major topics that may need to be focused on. Commissioner De Smidt said that an example of a subcommittee could be identifying incentives for business retention or studying workers compensation issues. Commissioner Songcayawon stated that the Commission needs to identify its goals and strategies first.

Call for the motion to discuss subcommittees at the next meeting:

Ayes: Black, Brahmbhatt, DeSmidt, Gigantino, Maglalang, McDonough, Peoples, Pham

Noes: Songcayawon

**Motion** to extend the October 13 meeting to 8:15 p.m. if needed to facilitate the Commission’s workplan development discussions.

M/S: Brahmbhatt/Peoples

Ayes: Black, Brahmbhatt, DeSmidt, Gigantino, Maglalang, McDonough, Peoples, Pham

Noes: Songcayawon

## **9. Shenyang Request**

Maxwell noted that draft guidelines for international requests for establishing economic development relationships were included in the agenda packet. The Mayor requested that the first sentence also allow local agencies working with a foreign city to make requests. He also recommended that the requests be forwarded directly to the Economic Development Commission and not the Sister Cities Commission and that a Memorandum of Understanding (MOU) be created to establish the relationship. He emphasized the importance of working with local groups and not making any financial commitment for the city.

Maxwell reported information and considerations she had acquired from city of San Jose staff who advised caution to avoid offending existing sister cities or sister city applicants from China. Vice Chair Brahmbhatt suggested that staff contact the city of San Francisco for information on international economic development relationships. Maxwell noted the importance to maintain coordination between the Sister Cities program and international economic development activities.

## **10. Workers Compensation**

**Motion** to extend the meeting an additional 10 minutes to conclude at 8:10 p.m.

M/S: Gigantino/DeSmidt

Ayes: Unanimous

Commissioner DeSmidt summarized major workers compensation issues and noted California's costs were 200-500% higher than in other states. He also gave a status report on current legislation. Commissioner Gigantino noted that the Commission could get more information from the web page for the National Federation of Small Businesses. He suggested that this issue might be appropriate for a subcommittee.

## **11. Adjournment**

The Chair adjourned the meeting at 8:15 p.m. to October 13, 2003 at 6:00 p.m.

Respectfully submitted,  
Cynthia Maxwell, Principal Analyst